Consumer preferences for organic and welfare labelled meat: A natural field experiment conducted in a high class restaurant

Alexander Schjøll\textsuperscript{a,b} and Frode Alfnes\textsuperscript{b}  
\textsuperscript{a}National Institute for Consumer Research (SIFO)  
\textsuperscript{b}Norwegian University of Life Sciences

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Abstract

This paper describes a natural field experiment conducted at a high-class restaurant. We discuss some of the challenges of incorporating a state of the art choice experiment in the daily running of the restaurant without affecting the customers’ restaurant experience. The case we explore is how credence attributes like organic and animal welfare affects real customer choices in the restaurant.

Keywords: animal welfare, choice experiment, consumer preferences, organic meat, restaurant

Corresponding author:
Frode Alfnes  
Department of Economics and Resources Management  
Norwegian University of Life Sciences  
P.O. Box 5003, N-1432 Aas, Norway  
Tel: +47 6496 5661 Fax: +47 6496 5601  
E-mail: frode.alfnes@umb.no